Consumers' Guide

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SOCIAL SCIENCES

Servicing Rural Consumers

Consumers' Queries and Comments

"ARE VITAMINS lost in the process of drying fruit?" asks a New York reader.

SPECIAL STUDIES of what makes vitamins stay or leave during the course of fruit drying have been in progress for 2 years at the California Experiment Station. Though the results are meant specifically for the producer, they are good tips to consumers who read labels.

METHODS used on various fruits are natural sun-drying and mechanical dehydration, with or without sulphuring.

RESULTS showed that the dehydration-sulphur method would protect Vitamins A and C which would be lost by exposure to air in the sun-drying method. But the same dehydration-sulphur method that protected Vitamins A and C would destroy some of the Vitamin B. Vitamin G seemed to be able to take all methods. The sane conclusion seemed to be to fit the method to the fruit—save the most important vitamin contribution that each fruit makes.

"PEACHES and apricots", the conclusion read, "should be dehydrated and sulphured to retain their excellent natural content of Vitamins A and C, even though their small B content be largely lost. Raisins should not be sulphured, but should be lye-dipped and dehydrated to preserve their good Vitamin B and A content, and should not be counted on for Vitamin C. Prunes should be lye-dipped, not sulphured, and dehydrated also, since their natural endowment is similar to that of raisins. Figs, which are not rich in either A or C, should be unsulphured and either dehydrated or sun-dried. The black Mission figs, however, contain enough Vitamin A to merit dehydration."

"MY BUTCHER sells Government graded beef", writes an Eastern city consumer, "and his U. S. Choice steaks are wonderful. But the other day when I asked him for a Government graded leg of lamb he said that the Government does not grade lamb. Is this true, and, if so, why?"

LAMB stamped with its Government grade is available to retail meat dealers who ask for it in cities where there is a meat grader representing the Bureau of Agricultural Economics of the Department of Agriculture. In the city where this consumer's letter was postmarked, lamb is graded and is distributed by a number of retail stores. Last year nearly 18 million pounds of lamb were graded by Government graders, more than doubling the grading of 2 years ago. But even this total is only a little more than one-half of 1 percent of the beef that went under the grader's stamp last year.

ONE big reason is that there is more beef to be graded on the market than there is lamb. Consumers on the average eat only about one-seventh as many pounds of lamb each year as they do of beef. Only as much lamb will be graded as is demanded by the trade. Consumers may ask for graded beef more consistently because in beef the grades help in selecting tender pieces, while lamb is never over a year old and is more likely to be tender. Also, they ask only for what they know about. Consumers have heard more about graded beef because the service began on beef. As consumers learn more about the other graded meats available on demand, the present sharp upward trend in lamb grading may bring the figures up into comparable range with those on beef.

"IN your article 'Science at Consumers' Service' there was a report of the check on tomato juice and tomato juice cocktail for Vitamin C that had been done last year in certain experiment stations", a consumer writes.

"I canned more than 50 quarts of tomato juice last year for my family of five", she continues, "so I have a natural interest in learning whether home canned juice has as much Vitamin C as commercial juice."

ANSWER to that query seems to depend on the method of canning. Experiments carried on in the Massachusetts Agricultural Experiment Station in 1935 showed that sieved juice canned in the laboratory could compare favorably with the best commercial juice they tested. But when the tomato juice had been concentrated to half its volume by open kettle boiling, a pint of the concentrated product had no more Vitamin C than a pint of the original juice from which it had been reduced, which showed that half the vitamin potency had been lost in the cooking necessary to reduce the juice by one-half.

KEEPING the Vitamin C is one of the goals of the methods for canning tomato juice in the new revised canning bulletin of the Bureau of Home Economics. Consumers may have free copies as long as the supply lasts by sending requests for Farmers' Bulletin No. 1762, "Home Canning of Fruits, Vegetables, and Meats", to the Department of Agriculture.

Servicing Rural Consumers

The home agent and the rural consumer work together to solve farm home problems.

State and Federal Governments help 350,000 organized farm women study better buying and budgeting technique

WIDE-AWAKE housewives eager to become better homemakers appreciate information helping them to reach this goal. Rural homemakers—350,000 of them in 1935—sought and found answers to many of their food, clothing, and home buying problems. They got the answers with the help of their home demonstration agents, field workers of the Agricultural Extension Service, jointly supported by State and Federal Governments.

LAST YEAR 125,000 rural families saved on food money by putting into practice some of the tips to better buying learned from their group study. Over 100,000 families used better methods in buying clothes. About 50,000 farm women were more careful buyers of home equipment and home furnishings. These women arranged their own programs on better buying, led their own discussion groups, made their own buying tests and observations. Now they can measure the importance of reading all labels, buying by grade rather than by guess. They see for themselves how small savings add up to solid sums.

URBAN CONSUMERS, whose tracks seldom cross those of extension workers, know little about these many activities so familiar to America's 6,500,000 rural families. For 22 years the Federal Government has been servicing these rural consumers through the Agricultural Extension Service which was created by the Smith-Lever Act passed in 1914.

FUNDS for the support of this work come from both Federal and State Governments. Last year these funds totaled about $28,000,000—$17,000,000 of which came from the Federal Treasury. States and Territories supplemented the Federal funds with $11,000,000 of their own money. The total supports the entire extension service including the maintenance of the division of administration, the necessary professional and clerical staff in Washington, over 2,000 State

Rural homemakers who lack the educational opportunities of their urban cousins get expert assistance from the home demonstration workers of the State and Federal Governments.

supervisors and subject-matter specialists, and about 6,000 county workers.

COUNTY WORKERS include 3,900 county agents and 1,900 home demonstration agents. These field workers of the extension service carry the results of research in agricultural production and home economics from Washington and the State Agricultural Colleges back to the farm men and women who need and use this information.

HOME DEMONSTRATION AGENTS, trained in the problems of the rural home--home planning, homemaking, child care and training, health, and home beautification—help farm women and girls to solve their many problems. These agents, jointly employed by the County, State, and Federal Governments, have headquarters at the county seat. From here they contact rural homemakers through local groups which the women themselves create.

LOCAL GROUPS have from 12 to 25 members, and last year about 900,000 women belonged to 43,000 organized home demonstration clubs. Meeting the women in groups, the home demonstration agent is able to assist a majority of the 2,500 families living in the average rural county.

LEARNING by doing is the teaching method used by the home demonstration agent. The housewife learns to bake good bread by seeing good bread baked rather than by reading a recipe.

This principle of self-help and group activity brings the rural homemaker into close partnership with the home demonstration agent. The women determine the projects to be studied, plan the program, and assume the responsibility for carrying it out. The home agent furnishes technical assistance; informs each group of the activities and progress of other groups in the county; and provides exhibits used in connection with the meetings held at regular intervals in farm homes throughout the year.

Child care and training (above) and making new furnishings from old (right) are work projects popular with rural homemakers.

They discuss the results of the last instruction, compare notes on accomplishment and difficulties encountered, and then proceed to the topic of the day. Volunteer local leaders who are members of the group assume the responsibility for different phases of the program. One directs the work in foods and nutrition and another the work in clothing or home management. They receive special training from the home-demonstration agents. The home agents in turn receive special and timely assistance from State supervisors. These State leaders or specialists are experts each working in a specific field such as foods, clothing, home management, or child care and training. In some States these specialists work directly with the women rather than with local leaders. Federal leaders and subject-matter specialists aid the State specialists in a similar manner, working towards a common objective—raising the level of home and community life and culture.

PROGRAMS of these groups are not always the same. At the beginning of each program year women of the various groups plan the course of study to be followed during the year. They arrange the program in view of their own particular group interests. One group might limit its program to one type of homemaking activity such as a study of clothing. This project would then include the selection and purchase of clothing materials, the care and use of sewing machines, how to use patterns, the selection of ready-to-wear garments, and learning ways to stretch the clothing dollar. Another group might center its program around a variety of subjects. Reducing food costs, the selection and preparation of food to get good nutrition, beautifying the home grounds, making new house furnishings from old, arranging the kitchen, training and care of children are typical subjects concerning which women want more information.

FARM WOMEN lay aside their regular work for one afternoon a month and attend the meetings.

BETTER BUYING PROJECTS have proved popular with these rural homemakers since 1930. Underlying this work was the thought that consumers should be willing to study their jobs, and that, unless they were willing to arm themselves with facts to defend their rights and interests, they might expect to be victims of their own indifference. Specific aim of the projects as set up by the various local groups was to discover guiding principles to wise spending—to get a dollar's worth from every dollar spent. The women believe that they get big wages for the time spent. They not only save money but derive satisfaction from being better homemakers. "Money saved is money earned", they say.

LAST YEAR Pennsylvania farm women studied the careful buying of clothing materials and ready-made garments. They considered the wise choice of new materials, the construction of new garments, and the remodeling of old garments

Wise buying of home equipment was one of many lessons rural consumers learned to help offset the declining farm income of 1930.

to be the essentials of clothing thrift. A State clothing specialist discovered through working with extension groups that the average homemaker has a meager knowledge of textiles needed and would welcome definite textile information.

SPECIALISTS at the State college issued a series of leaflets to meet this need including suggestions for buying wool, silk, synthetics, cotton, and linen. These leaflets were then used by 1,700 women who studied the various fabrics, learned to distinguish simple weaves and to use tests in identifying fabrics. Now these women are wiser buyers, and are able to select more accurately what they want. They know that a fabric serves different uses and they buy accordingly.

"TEXTILES WE BUY AND USE" was the title of the clothing demonstration carried out by homemakers in Tulare County, California, last year. This demonstration included a brief discussion of the characteristics of the different fibers; simple tests such as burning, lye, and acetone to determine the different fibers; how to judge textiles for quality and durability considering such points as thread count in cottons, weave, sizing and dressing, fast color, and laundrying, and the importance of labeling, reading the label and requesting information in regard to quality.

HOMEMAKERS in Oregon developed an economy hosiery buying project. With the aid of a clothing extension specialist and the local home demonstration leader members of the group checked the points to watch when buying hosiery. They looked for a runstop at the bottom of the hem, full-fashioned marks at calf, pure thread silk, full-fashioned from toe to tip, lisle hem at least 3 inches deep, French heel reinforced, lisle plaited foot, ankle stretch of 7 inches, extra thread forming the toe block, smooth joining of heel and foot seam, and the length of the hose.

RURAL women in 20 New York State counties included a study of food buying methods in their home demonstration programs last year. Home demonstration agents from the counties first taking up this project attended a 5-day school given at the State Agricultural College. Following this school the agents trained local leaders to teach this work to the women of their communities. "Read the weight on the label", "compare the cost of buying various quantities," "count the cost of things you make at home", a study of canned goods, and the use of newspaper and magazine advertising by the consumer were among the subjects studied. Most popular subject was on canned foods, and housewives composing the various groups bought and graded canned products to determine the relationship between price and quality.

HOUSEWIVES enrolled in these study groups often make tours through factories, watch manufacturing processes involved in producing beds, mattresses, soap, clothing fabrics. Department-store executives showed a willingness to cooperate and arranged demonstrations designed to help women become better shoppers. The women learned to ask more intelligent questions when buying making it possible for the sales clerk to more adequately provide for their needs.

BASIC to the development of better buying methods is the need for keeping house-

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A *Tip* to Poultry Consumers

Watch poultry prices in November, is market experts' advice to consumers. Drought-induced shipments to markets may mean better consumer prices.

NOW is the season when poultry marketings normally are heaviest. This year, for special reasons, they are even heavier than usual.

REASONS for heavy marketings this fall are many and varied. First, commercial chick hatchings showed a 25 percent increase for the first 6 months of 1936 over the same period in 1935. Then, drought-boosted feed costs forced farmers to sell off many young chickens, some of which they might have kept as egg layers for next year. As a result, dressed poultry receipts in the Nation's major markets this August were 60 percent higher than last August. In September they were 30 percent higher than the same month a year ago. More poultry than the markets could absorb kept coming in; much of it went into cold storage. On October 1, 82 million pounds of poultry were in storage, more than twice the amount for October 1 a year ago, and the highest figure on record for this date.

SUPPLIES such as these should mean lower prices to consumers in October and November. December ordinarily is the bottom price month in consumers' poultry calendar, but with the year's chief marketings coming earlier and heavier than usual, the low point in retail prices may move forward from December to November. Consumers should watch their markets closely. Price per pound may be from 3 to 6 cents lower than last fall's.

RECEIPTS of dressed poultry in the four principal markets—New York, Chicago, Boston, and Philadelphia—for the 3 months of November, December, and January usually come close to equaling total receipts in those markets for the remaining 9 months of the year. But chicken has been an all-year-round market staple for so long that many consumers never think of it as a seasonable food. Yet it is a seasonable food, and prices on different kinds of poultry would be prohibitive a large part of the year were it not for the highly efficient development of cold storage. Millions of birds every year make their way to cold-storage plants where they can be kept in prime condition for months. With both fresh and cold-storage poultry on the market, consumers can be sure of a fairly constant supply of birds of many types. Usually cold-storage supplies are heaviest during those months of the year when fresh supplies are lowest.

AVERAGE stay of poultry in storage lasts from 4 to 6 months. In a modern warehouse under ideal conditions poultry can be stored from 9 to 12 months with

Americans eat far more chicken than any other kind of poultry. After chicken comes turkey, and then, in order, goose, duck, and guinea fowl.

no material loss in food value or general wholesomeness, and without excessive loss of flavor. Many consumers would have difficulty in detecting, by taste, a difference between fresh-dressed poultry and that stored 5 or 6 months and then properly thawed.

GOOD young May broilers if kept alive become fryers in July, roasters in November, and stewers or stags in February or March. But a chicken dressed and frozen either as a broiler, fryer, or roaster—if properly stored—retains its fine qualities for many months and allows variety on our tables from January to December. Fresh poultry in season, storage poultry at other times, is a good rule for economical consumers.

BUYING fresh poultry wisely and economically is a fairly simple job, if consumers

This bird shows an official grading tag used by graders from the Bureau of Agricultural Economics.

come to market understanding a few simple points about poultry types, seasons, and quality.

BROILERS are plentiful and cheap in May, June, July, and August. They are young, have tender meat, and generally weigh 2½ pounds or less after being bled and plucked, but not drawn. Small sizes, from 1 to 1½ pounds, are known as "squab broilers." Usual size of a single serving is ½ squab broiler or ¼ full size broiler. These birds are sufficiently soft-meated to be cooked by broiling.

FRYERS abound from July through October. A little older and heavier than broilers, they are also a little more meaty. A "dressed weight" fryer is undrawn, has its head and feet still on, and weighs 2½ to 3½ pounds. Chickens when ready to cook weigh about 20 percent less than "dressed weight" and 30 percent less than live weight. Good broilers and fryers should have rounded, full-fleshed breasts, and should be free of pin feathers, bruises, and scars.

ROASTERS, from 6 to 9 months old, are in season from September to January and weigh from 3½ to 8 pounds. A good roast chicken should be well-fleshed, with round and plump breast. Rear end of breast bone is flexible in younger roasters, fairly rigid in older ones. Skin is yellow or white, depending on breed. Meat is soft enough to be cooked by roasting. A 4-pound roasting chicken when stuffed and roasted should serve 6 to 8 people.

DECEMBER, January, and February are the months for capons, unsexed male birds of fine and tender flavor. You can sometimes spot a capon on the market by the "capon pick"—only a part of the feathers are removed. Fat in capons is generally marbled or worked through the lean flesh tissue. These fancy birds with plenty of meat on the bone usually weigh from 6 to 9 pounds, and are from 7 to 10 months old.

PULLETS, young hens about ready to lay eggs, appear on the markets in fall and winter months, and weigh 3½ or 4 pounds. They are a little more tender than males the same age.

STEWERS or fowl, over-a-year-old hens, are marketed chiefly from December to June. They should be simmered or stewed in "moist heat", because their flesh is a bit tougher and stringier than young chicken. If a pot-roasted stewer is big enough, or the family eating it small enough, there should be left-over meat which can be used for curry, fricassee, chicken pie, croquettes, chicken shortcake, creamed chicken, or chop suey. Bones and broth are always good for soup.

STEWING chickens are best for canning. Long cooking during the canning process makes them tender. Besides being more meaty than broilers and fryers, stewing chickens have a better flavor and texture in canning. Bulletin 1762F, distributed free by the Bureau of Home Economics so long as the supply lasts, gives full information on canning chicken at home.

MEATY breast and thighs, and a clean, smooth skin are the general marks of a good bird. Slightly torn skin, however, doesn't necessarily mean poor quality. Sometimes it merely indicates very tender flesh.

"F R E S H - KILLED" chickens can be had from dealers who maintain facilities for keeping live chickens on hand, slaughtering and dressing them from day to day as needed. "Fresh-chilled" poultry is fresh-dressed near the producing point and frozen only long enough for it to be brought to market in good condition. Big city markets handle a large volume of the fresh-chilled type.

Much dressed poultry is shipped to market in boxes carefully wrapped and packed.

SOME live poultry is shipped from farms to urban centers by rail, express, or truck. In the cities, these chickens are slaughtered, sometimes according to special rites, and sold to consumers by live weight or dressed weight. Most poultry, however, is killed and dressed at plants near producing centers and then shipped under refrigeration by rail, either to market or to cold storage.

STUDY of poultry prices reveals numerous facts about poultry marketing. Prices paid to producers depend on many factors—the season of the year, the general supply, current wholesale prices in the larger consuming markets, competition of buyers, and number of outlets available. Other points are the distance to market, quality of product, reputation of a particular section on the quality of its poultry products, and special market demands.

WHOLESALE prices depend upon the supply of fresh poultry available, the quantity in storage, any temporary shortages or unusually heavy receipts, probable demand, and reports or opinions as to probable future production.

ACTUAL advances charged by retailers vary, but the level of wholesale prices at different seasons and the grade of product are generally significant factors in retail price. Though usually governed by wholesale prices, retail prices do not move up and down as frequently or as rapidly as wholesale prices. In the long run, however, the purchasing power of consumers is one of the most important factors influencing poultry prices.

WHITE or dark, poultry meat differs little from other lean meats, from the standpoint of composition and nutritive value. Since proteins in poultry meat contain all the amino acids needed for building body tissues, and are well assimilated by the human body, poultry meat is an efficient protein food. Poultry meat is also a good source of iron and phosphorus, but it is low in calcium. Its vitamin content probably varies with the feed of the poultry, though generally poultry is valuable as a source of Vitamins B and G. Liver and other glanular organs, richer in iron than other parts of the meat, are perhaps higher in vitamin content. Younger birds have less fat than older ones, but the amount of fat—like flavor and other qualities of the flesh—varies with the bird's feed and exercise. Stronger bone structure and healthier birds result from use of cod liver oil which producers have been adding to poultry feed during recent years.

GOVERNMENT inspection of poultry, a voluntary service, has been in effect for several years. The service started shortly after a large American packer wanted to market a canned poultry product in Canada. Authorities there informed him that his canned goods would have to pass the same requirements as Canadian canned

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Consumers' Bookshelf

We begin here a series of references—to be continued in subsequent issues of the CONSUMERS' GUIDE—to books, pamphlets, and other printed and illustrative material of value to teachers and leaders of consumer study groups. The mention of any material in this list does not imply an endorsement of the point of view of the author by the CONSUMERS' GUIDE.

CONSUMER BUYING IN THE EDUCATIONAL PROGRAM FOR HOMEMAKING. Vocational Education Bulletin No. 182. 205 pp., 1935. Contains suggestions for teachers of homemaking in both secondary school and adult classes. Well organized bibliography. Address: Superintendent of Documents, Washington, D. C. 20¢.

CONSUMER PACKET, AMERICAN ASSOCIATION OF UNIVERSITY WOMEN. Contains Scientific Consumer Purchasing, a 64-page study guide on buying problems and recent developments in production and distribution which affect the consumers' interest. Also included is a collection of pamphlets, leaflets, and magazine reprints on consumer problems. Address: American Association of University Women, 1634 Eye Street NW., Washington, D. C. $1.25.

CONSUMER EDUCATION NEWS LETTER. A news letter on materials for consumer education available to teachers as a result of a joint project of the American Home Economics Association and Phi Upsilon Omicron. Mailed each month during the school year. Address: American Home Economics Association, Mills Building, Washington, D. C. $1.

CONSUMER BUYING, SUGGESTIONS FOR GROUP PROGRAMS. 40 pp., 1936. Contains brief comments and bibliography organized under the following headings: 1. Consumer Aids in the Present Market, i. e. (a) the retail store, (b) advertising, (c) brands, (d) grades and specifications, (e) labels, (f) testing laboratories, (g) government aids. 2. Buying Foods. 3. Buying Textiles and Clothing Equipment. 4. Buying Dry Cleaning and Laundering Services. Address: American Home Economics Association, Mills Building, Washington, D. C. 25¢.

OUR HOMES, by Ada H. Arlitt. See pages 87-103 for chapter, The Education of the Consumer, by Miss Rosamond Cook, of the University of Cincinnati. Address: National Congress of Parents and Teachers, 1201 Sixteenth Street NW., Washington, D. C. 50¢.

CONSUMER PURCHASING—SUGGESTIONS FOR CLUB PROGRAMS, by Evelyn Roberts. 20 pp. Address: Department of Home Economics, State College of Washington, Pullman, Wash. 10¢.

SUGGESTIVE MATERIAL FOR TEACHING CONSUMER BUYING IN SECONDARY SCHOOLS, by Hazel McKibben. 43 pp. August 1935. Address: Home Economics Division, Iowa State College, Ames, Iowa. 35¢.

CONSUMER BUYER EDUCATION. Memorandum for Home Economics Teachers. 21 pp. Address: New Jersey Department of Public Instruction, Trenton, N. J.

HOW CAN THE BUYER GET HIS MONEY'S WORTH, by R. K. Froker and M. P. Anderson. A group discussion outline. Address: Rural Sociology Department, College of Agriculture, Madison, Wis.

CONSUMERS' PROJECT LIST OF FREE PUBLICATIONS AVAILABLE FOR LIMITED DISTRIBUTION, January 1936. Address: Consumers' Project, Department of Labor, Washington, D. C. Free.

OUTLINE AND BIBLIOGRAPHY OF A COURSE IN CONSUMERS' PROBLEMS, by Dewey H. Palmer. 11 pp., 1932. Address: Consumers' Research, Inc., Washington, N. J. 10¢.

SURVEY OF TWENTY-NINE COURSES IN CONSUMPTION, by Henry Harap. Bulletin 42. 8 pp., 1935. Address: School of Education, Western Reserve University, Cleveland, Ohio. 10¢.

GOVERNMENT PUBLICATIONS OF USE TO CONSUMERS. (A bibliography.) 20 pp., 1934. Address: Superintendent of Documents, Washington, D. C. Free.

SOURCES OF INFORMATION ON CONSUMER EDUCATION AND ORGANIZATION. Address: Consumers' Counsel Division, Agricultural Adjustment Administration, Washington, D. C. Free.

SOURCES OF INFORMATION REGARDING COOPERATIVES. Address: Consumers' Counsel Division, Agricultural Adjustment Administration, Washington, D. C. Free.

BUSINESS EDUCATION AND THE CONSUMER. Address: Southwestern Publishing Co., Cincinnati, Ohio. 50¢.

OUTLINE AND BIBLIOGRAPHY FOR THOSE INTERESTED IN CONSUMER EDUCATION, By Ray G. Price, Gary Public Schools, Gary, Ind. Order copies of Mr. Price's outline from Business Education World, 270 Madison Avenue, New York, N. Y. 40¢.

MONEY MANAGEMENT AND THE SCHOOLS, by Kenneth Haas. A magazine article appearing in the Junior-Senior High School Clearing House. December 1935. Page 222 gives topical outline for a course in problems of the consumer.

THE SCHOOLS AND THE CONSUMER, by Ray G. Price. A magazine article appearing in the Journal of the National Education Association, published at 1201 Sixteenth Street, NW., Washington, D. C. February 1935. Page 48.

OUTSTANDING SYLLABI IN CONSUMER EDUCATION

STUDIES IN PROBLEMS OF THE CONSUMER, by Kenneth B. Haas. 123 pp. The syllabus is used in Dr. Haas' class in consumer education at Bowling Green Business University. Chapter units are made up of a brief introductory statement, references, questions on the readings, list of report topics, and comprehensive problems. Address: Bowling Green Business University Book Store, Bowling Green, Ky. $2.

CONSUMERS' PROBLEMS, by Edwin L. Clarke. 48 pp. This syllabus uses Brindze—How To Spend Money as a basic text. Address: Treasurer of Rollins College, Winter Park, Fla. 25¢.

INSTRUCTIONAL UNITS IN CONSUMER BUYING. No. 1, Introduction; No. 2, Buying of Foods; No. 3, Buying Home Utilities. Others in the course of preparation. For use in secondary schools. Address: California State Department of Education, Sacramento, Calif.

SYLLABUS OF COURSE IN CONSUMER EDUCATION, by Burrell, Frembling, and Tumwalt. 38 pp. Compiled for use by the Commercial Department of Lodi Union High School. Contains only bibliographic material organized by topics for a class in consumer education. Address: L. Robert Frembling, Lodi Union High School, Lodi, Calif. 50¢.

KEEPING UP WITH CONSUMER NEWS

FEDERAL TRADE COMMISSION PRESS RELEASES. Address: Federal Trade Commission, Washington, D. C. Free.

NOTICES OF JUDGMENT, FOOD AND DRUG ADMINISTRATION. Address: Food and Drug Administration, Washington, D. C. Free.

NATIONAL CONSUMER NEWS. Address: National Consumer News, 509 Fifth Avenue, New York, N. Y. $1 per year.

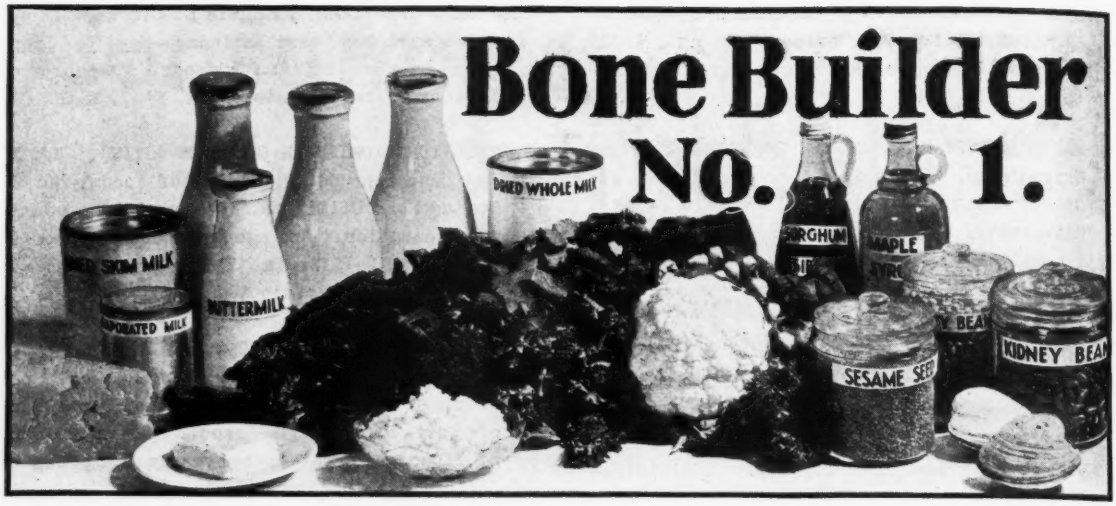
CONSUMERS' RESEARCH BULLETIN. Address: Consumers' Research, Washington, N. J. $3 per year.

CONSUMERS' UNION REPORTS. Monthly. Address: Consumers' Union of the United States, Inc., Room 1435, 22 East Seventeenth Street, New York, N. Y. $1 per year.

CONSUMERS' COOPERATION. Address: Consumers League of the United States, 167 West Twelfth Street, New York, N. Y. $1 per year.

A FOREIGN REFERENCE BOOK

THE INTELLIGENT WOMAN'S GUIDE TO SHOPPING. 63 pp. Address: The Retail Trading Standards Association, 7 Park Lane, London, England WI. Gives the retail standards followed by members of the above association. Charge: Three pence. Send money by international money order, available at your local post office.



Bone Builder No. 1.

Early in the game of nutritional hide-and-seek, small laboratory animals helped demonstrate calcium's part in healthy bone formation.

MOST PEOPLE would admit that bones and teeth are important to us. Whatever will give them size, shape, strength, and stability deserves a place on our good books. As No. 1 bone-builder, calcium is a headliner on the list.

MINERALS do a double job. First, they form an actual part of the structure of the different parts of the body. Besides this, they share with water and vitamins the job of regulating and coordinating all the complicated processes of the body. Activities like muscular contraction, nerve response, digestion, blood coagulation, even breathing, depend on minerals for direction and stimulation.

BAREST TRACES of some minerals are there, yet the work they do could not be done by any other element. Iodine, tremendously important to body balance, amounts to only one ten-thousandth of a pound in the structure of a 140-pound man. Minerals like fluorine, silicon, manganese, and copper are there in even more minute amounts. But calcium is the real heavyweight of the mineral family. A 140-pound man carries an average of 2 pounds of calcium, almost all of it in his bones.

MOST IMPORTANT of all the body's building materials, calcium is the food factor on which diets are most likely to go short. Figures from many studies point to the same stark fact: That more diets, city and country, are deficient in calcium than in any other one known food element.

HANDICAPS inflicted on the body by calcium shortages have shown up in studies of experimental animals in laboratories. In one test to show the difference between the effect of calcium shortage and protein shortage, two rats of the same litter were fed normally to the age of 4 weeks, then started on different diets. One did not get enough protein, the other got food that lacked calcium. Both turned out to be stunted, for protein and calcium are both needed for growth. (See "Body-Builders", CONSUMERS' GUIDE, Sept. 7, 1936.) But the animal that went short on protein and had plenty of calcium had better general health, his bone structure developed somewhat better and compared to his brother on the calcium-short diet, he was sleek and better-shaped. But a real picture of the effect of the calcium shortage shows up when you compare the growth record of the rat which went short on calcium with the growth record of one of the "control" animals which continued to eat everything needed all through the test. When both were 16 weeks old, the normally fed animal weighed three times as much as his brother who had gone without calcium. Besides being smaller, the calcium-deprived rat was weaker, his bone structure was

YOUNG CONSUMERS PAGE

Rats from the same litter, 22 weeks old

This rat did not have enough calcium. It weighed 91 grams. Note the short, stubby body, due to poorly formed bones

This one had an abundance of calcium, and weighed 219 grams. Its bones were well formed

deformed, his fur was rough and thin, and he suffered from other ailments.

ANOTHER TEST took twin brother rats with exactly the same background, fed one twin on meat, wheat, and milk; fed the other only the meat and wheat. The twin getting milk grew up into a normal healthy rat. The other's skeleton was so small and misshapen that some people looking at photographs might think that the two were different animals. The researchers gave credit to the calcium in the milk given to the rat on the better diet.

MILDER shortages of calcium, continued over a long time, may do just as much damage in the long run as severe shortages do quickly. It may be the following generation that suffers, according to the results of another experiment. The researchers took a set of twin sisters and a set of twin brothers, mated them into two pairs with exactly the same background in every way. They fed one pair a diet with one part dried whole milk to two parts ground whole wheat. The other pair got only one part milk to nine parts wheat. These first pairs did not seem so very different. They grew up and both had families. But the differences showed up in the young which continued on the same diet that their parents had had before them. The young in the families that had more milk were as much bigger and better formed than their cousins in the families with less milk as one twin brother outranked the other in the test described above. Again the calcium in the milk was given the major credit, though there were other factors that could have entered in along with it.

OBSERVATIONS of children bear out the same conclusions that came out of the laboratory experiments on animals. One careful study of children from 3 to 14 years old showed that "the best utilization of calcium was found when approximately a quart of milk a day was included in a simple mixed diet." The scientist who made the study concluded that "though an occasional child might do as well with 750 grams (about 3 cups), it is plain that on the average (and therefore doubtless for most children) an allowance of 1,000 grams, about one quart, of milk per day gives distinctly better results."

VEGETABLES provide calcium, too, but one

[Concluded on page 19]

FOODS RICH IN CALCIUM

Almonds
Beans, common or kidney, dry or fresh, shelled; also snap or string
*Beet greens
*Broccoli, sprouting
*Buttermilk
Cabbage, green
*Cabbage, Savoy and nonheaded
*Cabbage, Chinese, nonheaded varieties
Carrots
*Cauliflower
Celery
*Chard
*Cheese, Cheddar or American
Cheese, cottage
*Cheese, Swiss
Chickpeas
Chicory, leaves
*Clams
*Collards
Cottonseed flour
Cream
*Dandelion greens
Dock or sorrel
Eggs, whole
Egg yolk
Endive
Figs, fresh or dry
Hazelnuts
*Kale
Kohlrabi
Leeks
Lettuce
Lobster
Maple sirup
*Milk, whole or skimmed; evaporated, condensed, and dried
Molasses
*Mustard greens
Okra
Oysters
Parsnips
Romaine
Rutabagas
*Sesame seed
Shrimp
Sorghum sirup
Soybeans
Soybean flour
Spinach
Spinach, New Zealand
*Tendergreens
Turnips
*Turnip tops
Watercress

* Excellent.

Consumer-Farmer Briefs from Washington

Two new wings have been added to Agriculture's headquarters in Washington. Now nearing completion, the South Building occupies two whole city blocks.

VIRGINIA consumers may soon be buying canned tomatoes inspected and graded by the Virginia Division of Markets. That Division has recently issued rules and regulations covering such inspecting and grading, and permitting the use of a State trade mark on canned tomatoes.

LABELS will show an outline map of Virginia, the words "Quality Certified-Virginia Division of Markets", and the grade of the tomatoes: Grade A-Fancy, Grade B-Extra Standard, or Grade C-Standard.

GRADES used are the same as those issued by the Bureau of Agricultural Economics of the U. S. Department of Agriculture. Costs of the grading service will be borne by the canners who use it. A number of packers are using the service this season.

★

REVERSING for one issue its usual policy of writing from the point of view of producer and distributor, a poultry and egg trade journal recently devoted an entire number to consumers. Among the guest contributors to the special issue were a chef, a dietitian, a food editor, a housewife, a nutritionist, a restaurateur, and a teacher—all leaders in their respective fields. Giving consumer representatives a chance to express themselves has brought the industry a better understanding of consumer needs and desires with regard to egg and poultry products.

★

CORN and cotton will not grow in winter, even in the South, but farmers can get the cash equivalent of a winter crop by increasing the yields of their summer acreage, the Department of Agriculture is proving.

LEGUMES will do the trick. A legume crop grown in fall and winter, and plowed under in the spring, will make the same land planted to corn or cotton yield enough more grain or lint to make the equivalent of a winter cash crop. Studies by scientists of the Bureau of Agricultural Economics and the Bureau of Plant Industry recently led to these conclusions.

CORN which followed a winter legume on farms in Alabama, Georgia, and the Carolinas yielded, on an average, 14 bushels an acre more than corn on fields that had lain bare during the winter. The 14 bushels per acre could really be considered the corn yield of the winter legume.

COTTON following a winter legume yielded about 100 pounds more lint per acre than cotton on similar fields that had stood bare in winter. The cotton yield of the winter legume was this 100 pounds.

OTHER advantages pile up for the farmer who plants legumes. Winter legumes not only prevent erosion and improve the soil, but they make cultivation easier and furnish a certain amount of winter pasture for livestock. In the short run and the long run, these points mean more cash for farmers.

★

TURKEY hens now work from 12 to 14 hours a day on some electrically lighted turkey farms. Artificial lighting, now used for many years to stimulate egg production in chicken laying flocks, seems to be successful with turkeys too.

GROWERS in the North, with the aid of these electric lights, can now obtain enough hatching eggs from their flocks to produce early poults. Eggs for this purpose had heretofore to be brought in from the South. But for a large yield of fertile eggs, growers have to house their turkey hens comfortably during the winter. Survey by a poultry specialist in the United States Department of Agriculture shows that in some instances turkey eggs produced under lights in open-front sheds have been only 30 percent fertile.

★

NEW use for cornstalks may emerge from recent experiments which turned stalks into a hard, dense board resembling grainless wood. Applying resin or paraffin increased the board's natural resistance to water.

CHEMISTS have also been talking about producing light and power from cornstalks. Experiments on this phase of science, however, are thus far only preliminary. These new uses for an old waste product may eventually mean a definite boost in possibilities for farm income.

★

SPECIAL breeding work at the West Virginia Experiment Station has produced hens with a useful laying life of 5 years, and a record of 1,000 eggs during that period. The "standard" hen thus far has been considered satisfactory if she has a 2-year laying life with 200 eggs a year. High-yielding poultry strains are brought about by matching birds possessing the right hereditary factors.

★

COOLING EGGS promptly after gathering boosts their quality and their value, but refrigeration in midsummer often becomes a serious problem, especially when it has to be done on a fairly large scale. One step toward easing the problem may come from recent tests at Kansas State College, where egg experts have found that a ventilated egg cooling cave, by keeping eggs up to their original high quality, adds about a dollar a case to their value. Such a cave can cut 18 degrees from outdoor temperatures in July.

★

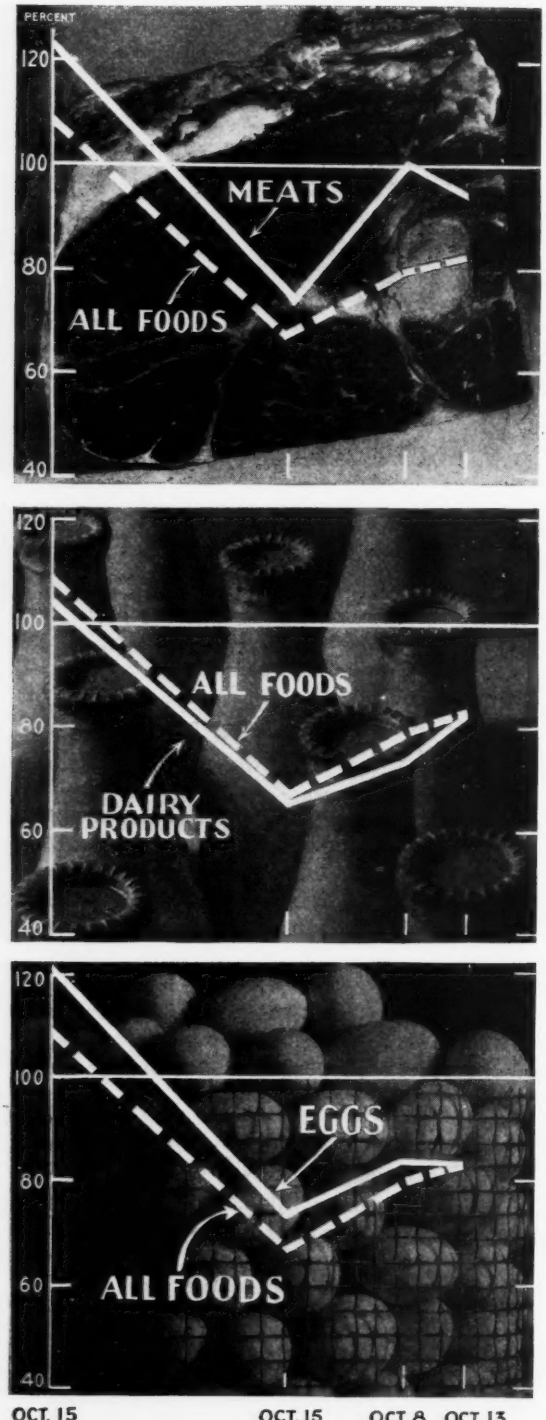
TIPS on winter storage of potatoes have recently come from the Bureau of Plant Industry of the United States Department of Agriculture. During the first 2 weeks of storage, temperature should be high enough for "healing" skin injuries caused by digging. This healing is important in retarding later possibility of decay. After these first 2 weeks, at about 60° F., temperature should be kept only low enough to retard sprouting.

TESTS carried out by the Kansas Agricultural Experiment Station and the United States Department of Agriculture showed that potatoes did not sprout so quickly when stored with fruit like apples or pears. This method of preventing sprouting has its undesirable features, however, because fruit loses some of its fine flavor when stored with potatoes. Useful suggestions for safe home storing of a number of fruits and vegetables appeared in CONSUMERS' GUIDE for September 22, 1935.

★

ROCKY MOUNT, North Carolina, is the site of a home demonstration curb market where country women bring produce to sell directly to city housewives. A modern brick building with room for 129 sellers, the market provides farm women a source of cash income, and gives urban consumers a chance to buy produce fresh from the farm. According to the North Carolina Extension Service, this is the largest market of its kind in the State.

A PERSPECTIVE OF FOOD COST CHANGES
1923-1925=100



Your Food Costs

RETAIL food costs returned to early June levels as sharp reductions in meat, butter, and fresh vegetable prices caused food costs to decline over 2 percent from September 15 to October 13. This was the second largest monthly cost decline registered this year. Fruit and vegetable prices have been going down since the middle of June but the decline in meat costs was the first recorded since early June, while the drop in dairy costs was the first since mid-May. The reduction in costs of meats and fresh vegetables was mainly a seasonal movement, but the decline in butter prices and part of the drop in green vegetable prices resulted from unusually favorable September weather conditions. This decline brought the present cost of all foods closer to 1935 levels, October 13 costs being only 3½ percent higher than a year ago, while in mid-August and mid-September costs were over 5 percent higher than on the corresponding dates a year ago.

FRUIT AND VEGETABLE costs again registered the sharpest price decline during the monthly period, dropping 6 percent. The cost of meats as a group went down 3 percent, while dairy products were 2 percent lower. These changes brought fruits and vegetables back to April levels, meats to early July levels, and dairy products to early August levels. Eggs were the only item to advance substantially, going up 6½ percent, but this change was seasonal and egg prices remained slightly below prices of a year ago. Compared with this time in 1935, dairy products and fruits and vegetables were the only items higher in price. Cereals and bakery products were 1 percent lower, meats 6½ percent lower, and fats and oils 12½ percent lower.

ON October 13, the index of all food costs as reported by the Bureau of Labor Statistics stood at 82.8 percent of the 1923-25 average, compared with 79.9 a year ago, 66.3 on October 15, 1932, and 107.6 on October 15, 1929.

UNUSUALLY favorable September weather caused a 2-percent improvement in crop prospects and resulted in one of the most remarkable monthly pasture improvements on record. Feed grain prospects showed some slight improvement, but since supplies are still relatively short, marketings of cattle, calves, and hogs were heavy in Septem-

and Supplies

ber and October and are expected to continue heavy the remainder of the year. The change in weather came too late to help very many of this year's crops, but potato prospects increased 10,000,000 bushels or 3½ percent and corn crop estimates were raised 51,000,000 bushels or 3 percent. Substantial improvements occurred also in late celery and onions.

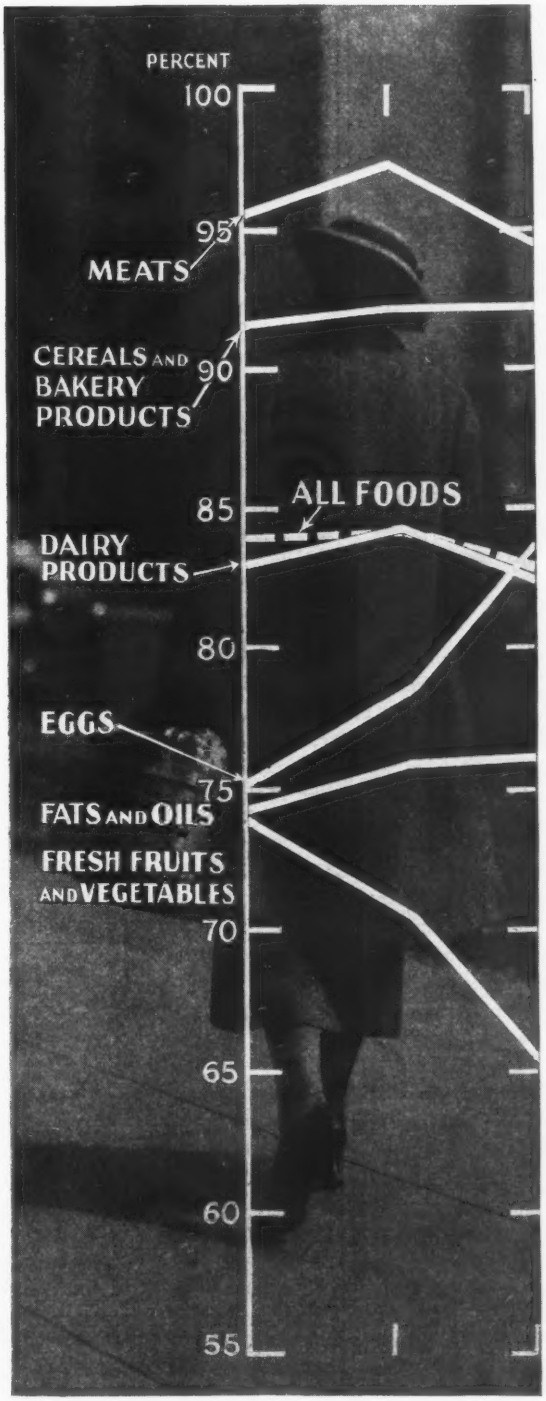
MILK production per cow increased from far below average on September 1 to the highest October 1 production since 1928 as a result of the unusual pasture improvements. Usually milk production per cow declines monthly from July 1 to December 1 and with smaller milk supplies butter prices go up. This October 1, milk production showed an increase over September 1 for the first time on record and consequently the wholesale price of 92-score butter at New York dropped over 3 cents a pound from mid-September to mid-October.

INCREASE in milk production and lower butter prices appears to be temporary, for with the pasture season soon over and feed supplies relatively short and selling at high prices, the outlook is for low milk production this winter and the early part of next spring. Low milk production coupled with low storage supplies and increased consumer income should mean further advances in butter prices this winter.

SEASONAL low point in potato prices appears to have been reached in October and the outlook is for prices to advance until next April. The upward swing in potato prices during a short-crop year, such as at present, commences in October, at which time harvest of the old crop is practically complete. Old potato supplies do not move into consumption as soon as they are harvested, but a considerable portion is stored in order that supplies may be available until the new crop is harvested. With supplies coming from storage, prices keep going up until shipments from the new crop arrive in volume early in April. Because this year's late potato crop is the smallest since 1926, price increases during the winter are expected to be sharper than usual and prices are expected to remain above the 1935 level.

FEDERALLY inspected slaughter of meat animals registered further increases during September and was considerably larger than a year ago.

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



Hogs exhibited the heaviest gain over last year, slaughter being 65 percent larger. Cattle and calf slaughter was of record size, being 25 percent larger. While lamb slaughter was only 3 percent larger it was the first month since March in which slaughter was heavier than a year ago. The outlook is for continued heavy slaughter of meat animals during the remainder of the year.

SEPTEMBER calf slaughter was the largest for the month on record and cattle slaughter the second largest. The proportion of well-finished cattle in the total slaughter was unusually large for this time of the year. However, supplies of well-finished cattle are expected to fall off sharply after the beginning of November and this should mean price advances for the better grades. Increased consumer incomes which have enabled people to purchase more meat have been a major factor in keeping cattle prices at their present level in spite of record slaughter. During the balance of the year cattle prices are expected to be maintained at September levels or to exhibit some slight increases.

INCREASE in hog slaughter over last September was greater than the increases recorded in other recent months. This increase in numbers was offset in part by an 18-pound decline from a year ago in the average weight of all hogs marketed in major markets. High corn prices and a short corn crop have forced marketing of spring pigs at much lighter weights this year.

HOG PRICES decline seasonally during the last quarter of the year and this year the decline appears to have commenced in mid-September. The weekly average price of hogs at Chicago during the second week of September was $10.26 per hundred pounds, the peak price reached this summer. By the third week in October prices had dropped to $9.48 a hundred. Wholesale prices of both fresh and cured items went down during the last half of September and the first three weeks in October as a result of this decline in live hog prices. Expected increases in marketings of hogs should cause further seasonal price declines with the low point in live hog prices probably being attained in mid-November. From December to April the price movement is expected to be upward.

LAMB supplies during September were of rather poor average quality, reflecting the effects of poor pasture conditions early this year. Many of the arrivals were of light weight and these were sold for feeding prospects and did not go to packers for slaughter. Because of the seasonal increase in supplies, prices of slaughter lambs dropped sharply at Chicago during the latter part of September and the first half of October and the top price on lamb was below $9 for the first time since the middle of 1935. Supplies of grass-fed lambs are expected to continue relatively large during October and November with peak movement in October. No substantial increases or decreases from the early October price level are expected.

VEGETABLE prospects improved markedly during September and production of most crops that will be marketed this fall and winter is expected to be larger than a year ago. The major increase over a year ago is in green peas and snap beans which are expected to be 30 to 35 percent larger. Onions, celery, and tomatoes are forecast at 15 to 20 percent larger and lettuce about 10 percent larger. Spinach prospects are slightly below a year ago while carrot production is estimated to be down 27 percent.

RECORD grapefruit supplies are forecast for 1936. This year's crop of 27.6 million bushels is expected to be 6 million bushels above the previous peak reached in 1934. Large increase in production is due to a rapid expansion in bearing acreage and unusually favorable growing conditions in Florida and Texas. Florida grapefruit shipments are heaviest from January to April while peak shipment from Texas is reached in January.

SERVICING RURAL CONSUMERS

[Continued from page 6]

hold accounts. Last year over 25,000 rural homemakers kept home accounts according to a recommended plan, 18,000 families budgeted expenditures in relation to income. These accounts proved valuable in guiding family spending and in indicating budget leaks. Home demonstration agents helped housewives interpret their accounts so that they might utilize the income to greater advantage in the coming year.

OVER 25 percent of the homemakers who made substantial changes in their homemaking practices as a result of home demonstration work in 1935 were from nonfarm homes. Six cities—Paterson, N. J., Syracuse, Rochester, and Buffalo, N. Y., St. Paul and Minneapolis, Minnesota—continue to carry out home demonstration programs begun during the World War to conserve food supplies. In Minneapolis 300 homemakers in 19 groups last year conducted an 8-month project in

consumer buying under the supervision of the urban home demonstration agent.

CONSUMER lessons in this better buying course were on marketing for fruits and vegetables, getting the most for the meat dollar, stretching the clothing dollar, money management, buying furniture and household equipment, buying bedding and household linens, wise buying of staple foods, and making the house a home. Specialists of the agricultural college staged meat-cutting and meat-cookery demonstrations for the group members.

RURAL homemakers not receiving but desiring this consumer service can ask the county agricultural agent or any member of the State home economics extension staff for information. The extent to which women are interested and the amount of money available from State and county sources are considered in meeting requests for a home demonstration agent.

A TIP TO POULTRY CONSUMERS

[Concluded from page 9]

goods. This meant, among other things, Government inspection for wholesomeness of the poultry before it went into the cans. Poultry, to meet this requirement, must be free from disease, and otherwise fit in every way for human consumption. About 25 million pounds of poultry now pass U. S. Government inspection every year.

GRADING is another voluntary service offered by the Government. Some dealers handle Goverment-graded poultry all the time, others only when their customers make special demand for it. Grading is usually done at packing houses on request of the packer who pays a small fee for the service of an official grader. Around 22 million pounds of poultry per year are now Government graded. Retail butchers who want to sell Government-graded poultry as well as Government-graded meat, can either send the request back to their wholesalers, or ask for the service direct from the Bureau of Agricultural Economics of the U. S. Department of Agriculture. This Bureau has set up a number of specifications for U. S. standards and grades on various kinds of poultry.

"U. S. PRIME" or Grade A, and "U. S. Choice", or Grade B, are the two most common Government grades of poultry on the market. Difference between A and B is largely a matter of appearance and degree of fleshing. Grade B birds are also allowed certain minor surface defects like a few scattered pinfeathers, slight flesh or skin bruises, or a dented breast bone.

MARKED improvement in poultry breeding throughout the country may come from the work of the "National Poultry Improvement Plan." Since July 1, 1935, the Bureau of Animal Industry of the U. S. Department of Agriculture has been administering this plan in cooperation with State authorities. Final goals include better hatching eggs, baby chicks, breeding stocks, and market products.

BONE BUILDER NO. 1

[Concluded from page 13]

study showed that children could not use the calcium of vegetables with the same effectiveness as they used the calcium of milk. The children in the test cut their milk quota by half and instead ate enough of carrots and spinach to supply the equivalent amount of calcium. But the tests showed that they were not getting the same value from the calcium of the vegetables that they had had from the milk. The scientists concluded that though children should have plenty of vegetables, they should have them in addition to plenty of milk and not instead of the milk.

TESTS show that children use about twice as much calcium each day as grown people need. But on customary American diets, even grown people need to take special care to get enough calcium into the menu.

MILK is far and away the richest source of calcium among the usual foods we eat. This includes all forms of milk—fresh, dried, skimmed, and canned. Cheese, since it is so concentrated a form of milk, is richest of all, pound for pound. Greens like beet, dandelion, turnip, mustard, kale, collards, and tendergreens are especially high in calcium. Broccoli, chard, cauliflower, and green cabbage are in the same rich class.

CHEAP sources of calcium show up in the charts comparing what a penny will buy in different nutrients, in the August 24 issue of the CONSUMERS' GUIDE. Headliners were cheese and milk, dried beans, molasses, bread made with milk, carrots, spinach, prunes, and oranges.

PICTURES illustrating the article were reproduced from one of a set of 11 nutrition posters issued by the Bureau of Home Economics, for sale by the Superintendent of Documents for 50 cents.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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